

Meeting Minutes

Media and Communications Committee

Location: Fire Conference Room
3:30 p.m., Wednesday, April 9, 2008

1. **Welcome and Introduction.** Chairwoman Leslie Daigle convened the meeting at 3:30 p.m. The following persons were in attendance:

Committee members

- Council Member Leslie Daigle (Chair)
- Council Member Keith Curry
- Council Member Nancy Gardner
- Don Boortz
- Dan Wampole

City Staff

- Homer Bludau, City Manager
- Dave Kiff, Assistant City Manager
- Tara Finnigan, Public Information Manager
- Marilee Jackson, Public Information Officer
- Paul Malkemus, IT Manager
- Kim Rieff, Department Assistant

2. **Approval of Previous Meeting Minutes**

None

3. **New Business**

- **City Communications Plan**

Ms. Finnigan said the City Communication Plan is important for a couple of reasons. Council has made communicating with our residents a priority for two years in a row and we have a customer satisfaction survey that shows we can improve. The plan is a strategic way of looking at what to say, who to say it to, how to say it, and how often. Once that's determined there are some great tools in place.

Ms. Finnigan said this is being done based upon the Council's desire to see more strategic communication coming from the organization and what the City's customers are saying. The customers would like to see clearer communication from the City.

Council Member Curry said if the goal is to communicate, the question is to communicate what. He said the survey shows the community is highly satisfied, highly serviced, and is generally affluent. Communicating is to give credible, truthful and accurate information regarding the City government to the community. Communicating is simply talking and the message is what we want to say. Then we can craft a policy around that proactively.

Mr. Wampole said it's important that everything is web-based to allow people to access information. The web allows for easy distribution and the cost of maintaining it is inexpensive.

Mr. Malkemus said Ms. Finnigan has some great ideas about basically getting people on the same page and getting them organized.

Council Member Curry asked if there will be new programming. Ms Finnigan replied that the scheduling has been rearranged to allow Ms. Jackson's crew more time to work on new projects. A new public safety show has been created and there will be six fire and six police shows every year.

Council Member Curry recommended "message blocking." For example, if the City Manager sends out a newsletter on group homes there should be a show, a link on the website and a press release on the same subject.

Mr. Kiff suggested the website should ask people right away what they are looking for.

Council Member Gardner asked about the Staff Communication Committee. Ms. Finnigan explained that the Staff Communication Committee meets once a month to share information. It enables staff to hear about projects in advance and plan community outreach of the project or program.

Council Member Gardner if a policy is being developed for the departments. Ms. Finnigan said this spring staff will work on a comprehensive Communication Policy. The Media Relations Policy is outdated and there is an NBTv Policy or a Web Policy. Staff will draft those, rework the Media Relations Policy and put them all in one policy for committee and Council review.

Council Member Curry said a long-term communication objective would be to establish big screen television networks throughout the City. They are putting big screen TV's in public places and showing local programming. This is one way to have additional venues to produce video content that gets out to the public.

Council Member Curry said someone needs to put together a master calendar of community events and activities.

Council Member Curry asked if staff will redo the City's graphics. Ms. Finnigan replied she would like to get some graphic standards for the City logos. The long-term project would be a style guide.

Ms. Finnigan said e-selectalert is a subscription-based service. This is where customers can come to the website and select the information they want to receive from the City. They can choose from a variety of topics and receive information by phone, email or fax.

Ms. Finnigan asked the Committee if they feel the plan is ready to go to Study Session on April 22nd. Council Member Gardner and Chairwoman Daigle suggested using this as an opportunity to push the programs and to focus on the website. Council Member Curry

recommended talking more about goal and message. Council Member Gardner suggested mentioning this comes from the Media and Communications Committee comprised of non-Council Members who are very helpful.

4. **Old Business**

None

5. **Items for Next Agenda**

Update on web

7. **Adjourn & Set Next Meeting Date**

The meeting was adjourned at 4:25 p.m.